

ABSTRACT

DESIGN OF ANTO MADU PROMOTIONAL STRATEGY IN MAGELANG

There are many honey companies in Magelang, making it a variety of choices for potential buyers. In the midst of intense competition, Anto Madu has experienced a decline in the number of purchases in the last five years. The owner of Anto Madu really wants to attract attention to potential buyers, for that it is necessary to design a message and creative media that is really interesting, so that potential buyers are interested in coming to a promotional event that is held and of course making a maximum promotional media. With so many visitors coming, more and more people will get information about the advantages that Anto Madu has and the more consumers will likely buy Anto Madu's products. Thus making it an effective and efficient promotional media for Anto Madu in competing with other honey companies. In this study, researchers used the method of observation, interviews, questionnaires and literature study. In the design process, the researchers used Ashfa Madu and Amanah Honey as comparisons. It is hoped that the design of messages and creative visual media will be able to help Anto Madu in increasing his sales promotion.

Keywords: design, promotion strategy, anto honey